

## ACPE'S LOGO STORY

During ACPE's Strategic Planning process it was important to modernize our logo and ensure alignment between our Strategic Plan and the visual representation of our organization.

Our new logo incorporates Alaska (and Alaskans) as our foundation and carries forward the graduation cap from our previous logo, connecting us to educational attainment and bridging the past with the future.

The inclusion of our new tagline "*Providing Education & Career Funding Solutions*" gives additional context to our purpose. As a result, the ACPE logo now succinctly conveys where we are, who we serve, and what we do.

